## EXHIBIT 12

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Page 234
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 2
     UNITED STATES DISTRICT COURT
 3
     SOUTHERN DISTRICT OF NEW YORK
 4
     Civil Action No. 18-cv-2253-LLS
 5
     CHANEL, INC.,
 6
               Plaintiff,
 7
 8
           - against -
 9
10
     WGACA, LLC, WHAT COMES AROUND
11
     GOES AROUND LLC d/b/a WHAT GOES
     AROUND COMES AROUND, MHW
12
     PROPERTIES, INC., WGACA WEB, LLC,
     PINES VINTAGE, INC., VINTAGE
13
     DESIGNS LTD., and WCAGA LA, LLC,
14
              Defendants.
15
                   February 3, 2021
                   10:02 a.m.
16
17
          Continued Videotaped Deposition of
     FRANK BOBER, taken by Plaintiff, pursuant
18
19
     to 30(b)(6) Notice, held via Zoom
20
     videoconference, before Todd DeSimone, a
21
     Registered Professional Reporter and Notary
     Public of the States of New York and New
22
23
     Jersey.
24
25
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Page 235		Page 237
1	F. B0	OBER
2 A P P E A R A N C E S: 3 SHEPPARD, MULLIN, RICHTER & HAMPTON LLP	MR. K	IDDÉ: Thomas Kiddé of
1901 Avenue of the Stars	Lewis Brisbois	s Bisgaard & Smith for
4 Suite 1600	defendants and	I the witness.
Los Angeles, California 90067  5 Attorneys for Plaintiff	* * *	
BY: DYLAN J. PRICE, ESQ.	FRANK B	OBER,
6 dprice@sheppardmullin.com	called as a wit	ness, having been first duly
7 8	sworn, was ex	amined and testified
9 LEWIS BRISBOIS BISGAARD & SMITH LLP	as follows:	
633 West 5th Street	EXAMINATION	ON BY MR. PRICE:
10 Los Angeles, California 90071 Attorneys for Defendants	Q. So, M	r. Bober, this is your
11 WGACA, LLC, et al.		osition. We had a session
BY: THOMAS S. KIDDÉ, ESQ.	_	y, if you recall.
12 thomas.kidde@lewisbrisbois.com 13		u do anything in between
14	•	last deposition, the last
ALSO PRESENT:		deposition on last
15   STEVE MOLINA, Paralegal, Sheppard Mullin		nd this morning to prepare for
16	-	part of your deposition?
JEFF MENTON, Videographer	A. Yes.	r or Jose deposition.
17   18		vhat did you do?
19		ed at numbers of
20		me exhibits, the
21   22		. I spoke with Seth
23	-	EO of What Goes Around, and
24 25		Aische who is senior vice
	***************************************	insent who is semier vice
D 226		n 220
Page 236	F. B0	Page 238 OBER
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1 F. BOBER	president and	OBER
1 F. BOBER 2 THE VIDEOGRAPHER: Good morning 3 We are going on the video record. The time	president and a That's pretty n	OBER general merchandise manager.
1 F. BOBER 2 THE VIDEOGRAPHER: Good morning	president and a That's pretty n	OBER general merchandise manager. nuch what I did.
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2 (Pages 235 - 238)

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1	Page 507 F. BOBER	1	Page 509 F. BOBER
$\frac{1}{2}$	Q. And the individuals that		deleted posts. I don't know.
$\frac{2}{3}$	handled the social media posts with Shannon	$\frac{2}{3}$	Q. No, I'm saying assuming that
	Parker you have identified and then the	-	nothing has been deleted, you would be able
	replacement for Shannon who you are not		to see the posts by going to the account?
	sure of their name, they would have created	6	A. Right, you would go there and
7		7	you would see them.
8	A. Correct.	8	Q. Okay. What, to your knowledge,
9	Q. And selected the images to use	1	what is a hashtag?
	for the post?	10	A. I think that's a further, let's
11	A. Correct.	1	say more pointed reference within a
12	Q. Do you know how many of WGACA's		particular post that is also on
	social media posts, you know, in a		particularly Instagram you can click on and
	percentage, featured Chanel's name or		look at all the posts that had that
	trademarks?		particular hashtag. So it's a it's a
16	A. No.		divider of information that relates to that
		1	
17	Q. And were the social media, I		post, and so you put a hashtag, you might put ten hashtags for one post.
	will just call them social media managers, Shannon or her replacement, were they given	19	
		1	Q. And does WGACA use hashtags in its social media?
	instructions as to how many of the posts	$\begin{vmatrix} 20 \\ 21 \end{vmatrix}$	
	should be featuring Chanel or Chanel	$\begin{vmatrix} 21\\22\end{vmatrix}$	A. Yes.
$\begin{vmatrix} 22 \\ 23 \end{vmatrix}$	trademarks? A. No.	1	Q. And why is it using the
			hashtags, what's the purpose of it?
24	Q. If you had to estimate how many	24	A. To keep people more engaged.
23	social media posts featuring Chanel's name	25	Q. And WGACA has used the hashtag
1	Page 508	1	Page 510
1	F. BOBER	1	F. BOBER
2	F. BOBER or trademarks WGACA has posted on its	2	F. BOBER WGACACHANEL on its social media posts,
2 3	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the	2 3	F. BOBER WGACACHANEL on its social media posts, right?
2 3 4	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the present, what would your estimation be?	2 3 4	F. BOBER WGACACHANEL on its social media posts, right? A. Correct.
2 3 4 5	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the present, what would your estimation be? A. I don't want to answer that. I	2 3 4 5	F. BOBER WGACACHANEL on its social media posts, right? A. Correct. Q. Digitalizing that, it is the
2 3 4 5 6	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the present, what would your estimation be? A. I don't want to answer that. I have no idea.	2 3 4 5 6	F. BOBER WGACACHANEL on its social media posts, right? A. Correct. Q. Digitalizing that, it is the alphanumeric sign which signifies hashtag
2 3 4 5 6 7	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the present, what would your estimation be? A. I don't want to answer that. I have no idea. Q. More than 1,000?	2 3 4 5 6 7	F. BOBER WGACACHANEL on its social media posts, right? A. Correct. Q. Digitalizing that, it is the alphanumeric sign which signifies hashtag and then WGACACHANEL, right?
2 3 4 5 6 7 8	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the present, what would your estimation be? A. I don't want to answer that. I have no idea. Q. More than 1,000? A. I have no idea.	2 3 4 5 6 7 8	F. BOBER WGACACHANEL on its social media posts, right? A. Correct. Q. Digitalizing that, it is the alphanumeric sign which signifies hashtag and then WGACACHANEL, right? A. Correct.
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2 3 4 5 6 7 8 9 10	F. BOBER or trademarks WGACA has posted on its social media accounts from 2014 to the present, what would your estimation be? A. I don't want to answer that. I have no idea. Q. More than 1,000? A. I have no idea. Q. Who would be a better person to answer that?	2 3 4 5 6 7 8 9 10	F. BOBER WGACACHANEL on its social media posts, right?  A. Correct. Q. Digitalizing that, it is the alphanumeric sign which signifies hashtag and then WGACACHANEL, right?  A. Correct. Q. Okay. Who was responsible for creating the WGACACHANEL hashtag?
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Page 511 1 F. BOBER	Page 513  1 F. BOBER
2 Q. Why not just tag like	2 Q. Okay. So let's just take a
3 @ChanelOfficial, or whatever the Chanel	3 look at
4 official Instagram account is?	4 MR. PRICE: Steve, if you could
5 A. What do you mean,	5 pull up 1132 for me.
6 @ChanelOfficial?	6 A. Hey, Dylan, are you coming down
7 Q. Well, you know	7 to the wire?
8 A. You mean send them to the	8 Q. I don't know about the wire,
9 Chanel website that doesn't exist?	9 but we're coming down to it, yeah. No one
10 Q. Well, I believe Chanel has a	10 else is able to testify as to the
11 social media handle that is	11 advertising issues.
12 @ChanelOfficial. Sometimes you would see	12 A. Well, I'm here.
13 that, right, they would tag, and I think	13 Q. So there is more of the
14 that's a tag, and not a hashtag?	14 advertising than there was
15 A. Right.	15 A. Yeah.
16 Q. Why not just tag the	16 THE WITNESS: Jeff, how many
17 ChanelOfficial?	17 hours have I been on?
18 A. I think I told you this the	18 THE VIDEOGRAPHER: Before we
19 last time, there was I never read the	19 started this card, we were on four hours
20 book, but there was a book by Gloria	20 and 53 minutes, and now we're on an hour
21 Vanderbilt and the title of the book was It	21 and 15 minutes. So that's six hours and
22 Seemed Like A Good Idea At The Time. So	22 seven minutes or something.
23 that's my answer, it seemed like a good	23 THE WITNESS: All right. I
24 idea at the time. As I said, I never read	24 actually wasn't so interested, but I just
25 the book, but I love the title.	25 want Dylan to know.
/	
Page 512	Page 514
·	1 F. BOBER
Page 512  1 F. BOBER  2 Q. Is WGACA of the opinion	1 F. BOBER 2 MR. MOLINA: 1132 is up.
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Page 512  1 F. BOBER  2 Q. Is WGACA of the opinion  3 currently that it was a good idea to use  4 the WGACACHANEL hashtag?  5 A. Then or now?  6 Q. Now.  7 A. We don't think that's a good  8 idea.  9 Q. Why not?  10 A. Because we think that  11 there's there could be a perception of  12 an association that doesn't exist, and we  13 don't want to mislead our customers.  14 Q. Okay, fair enough. Was there  15 a strike that.  16 How was it determined which  17 post to use the WGACACHANEL hashtag and  18 which post not to? I know obviously the  19 ones that featured Chanel. But other than  20 that, was there, you know, a method for	1 F. BOBER 2 MR. MOLINA: 1132 is up. 3 A. All right, so wait a second, 4 let me get to it. 1136? 5 MR. KIDDÉ: 32. 6 A. I'm sorry, say it again. 7 Q. 1132. 8 A. 1132. 1132, okay, I have it. 9 Q. Okay. So you can take a look, 10 just briefly browse through them if you 11 want to get familiar. 12 A. Yup. 13 Q. So these are social media posts 14 that WGACA did, right? 15 A. Yeah. 16 Q. And they all contain the WGACA, 17 the ones that feature Chanel, I should say, 18 contain the WGACACHANEL hashtag, right? 19 A. Okay. 20 Q. You see that?
Page 512  1 F. BOBER  2 Q. Is WGACA of the opinion  3 currently that it was a good idea to use  4 the WGACACHANEL hashtag?  5 A. Then or now?  6 Q. Now.  7 A. We don't think that's a good  8 idea.  9 Q. Why not?  10 A. Because we think that  11 there's there could be a perception of  12 an association that doesn't exist, and we  13 don't want to mislead our customers.  14 Q. Okay, fair enough. Was there  15 a strike that.  16 How was it determined which  17 post to use the WGACACHANEL hashtag and  18 which post not to? I know obviously the  19 ones that featured Chanel. But other than  20 that, was there, you know, a method for  21 determining this post will get the	1 F. BOBER 2 MR. MOLINA: 1132 is up. 3 A. All right, so wait a second, 4 let me get to it. 1136? 5 MR. KIDDÉ: 32. 6 A. I'm sorry, say it again. 7 Q. 1132. 8 A. 1132. 1132, okay, I have it. 9 Q. Okay. So you can take a look, 10 just briefly browse through them if you 11 want to get familiar. 12 A. Yup. 13 Q. So these are social media posts 14 that WGACA did, right? 15 A. Yeah. 16 Q. And they all contain the WGACA, 17 the ones that feature Chanel, I should say, 18 contain the WGACACHANEL hashtag, right? 19 A. Okay. 20 Q. You see that? 21 A. I do.
Page 512  1 F. BOBER  2 Q. Is WGACA of the opinion  3 currently that it was a good idea to use  4 the WGACACHANEL hashtag?  5 A. Then or now?  6 Q. Now.  7 A. We don't think that's a good  8 idea.  9 Q. Why not?  10 A. Because we think that  11 there's there could be a perception of  12 an association that doesn't exist, and we  13 don't want to mislead our customers.  14 Q. Okay, fair enough. Was there  15 a strike that.  16 How was it determined which  17 post to use the WGACACHANEL hashtag and  18 which post not to? I know obviously the  19 ones that featured Chanel. But other than  20 that, was there, you know, a method for  21 determining this post will get the  22 WGACACHANEL hashtag, this one won't?	1 F. BOBER 2 MR. MOLINA: 1132 is up. 3 A. All right, so wait a second, 4 let me get to it. 1136? 5 MR. KIDDÉ: 32. 6 A. I'm sorry, say it again. 7 Q. 1132. 8 A. 1132. 1132, okay, I have it. 9 Q. Okay. So you can take a look, 10 just briefly browse through them if you 11 want to get familiar. 12 A. Yup. 13 Q. So these are social media posts 14 that WGACA did, right? 15 A. Yeah. 16 Q. And they all contain the WGACA, 17 the ones that feature Chanel, I should say, 18 contain the WGACACHANEL hashtag, right? 19 A. Okay. 20 Q. You see that? 21 A. I do. 22 Q. So I want to draw your
Page 512  1 F. BOBER  2 Q. Is WGACA of the opinion  3 currently that it was a good idea to use  4 the WGACACHANEL hashtag?  5 A. Then or now?  6 Q. Now.  7 A. We don't think that's a good  8 idea.  9 Q. Why not?  10 A. Because we think that  11 there's there could be a perception of  12 an association that doesn't exist, and we  13 don't want to mislead our customers.  14 Q. Okay, fair enough. Was there  15 a strike that.  16 How was it determined which  17 post to use the WGACACHANEL hashtag and  18 which post not to? I know obviously the  19 ones that featured Chanel. But other than  20 that, was there, you know, a method for  21 determining this post will get the  22 WGACACHANEL hashtag, this one won't?  23 A. There was not a method.	1 F. BOBER 2 MR. MOLINA: 1132 is up. 3 A. All right, so wait a second, 4 let me get to it. 1136? 5 MR. KIDDÉ: 32. 6 A. I'm sorry, say it again. 7 Q. 1132. 8 A. 1132. 1132, okay, I have it. 9 Q. Okay. So you can take a look, 10 just briefly browse through them if you 11 want to get familiar. 12 A. Yup. 13 Q. So these are social media posts 14 that WGACA did, right? 15 A. Yeah. 16 Q. And they all contain the WGACA, 17 the ones that feature Chanel, I should say, 18 contain the WGACACHANEL hashtag, right? 19 A. Okay. 20 Q. You see that? 21 A. I do. 22 Q. So I want to draw your 23 attention to the sixth page of the
Page 512  1 F. BOBER  2 Q. Is WGACA of the opinion  3 currently that it was a good idea to use  4 the WGACACHANEL hashtag?  5 A. Then or now?  6 Q. Now.  7 A. We don't think that's a good  8 idea.  9 Q. Why not?  10 A. Because we think that  11 there's there could be a perception of  12 an association that doesn't exist, and we  13 don't want to mislead our customers.  14 Q. Okay, fair enough. Was there  15 a strike that.  16 How was it determined which  17 post to use the WGACACHANEL hashtag and  18 which post not to? I know obviously the  19 ones that featured Chanel. But other than  20 that, was there, you know, a method for  21 determining this post will get the  22 WGACACHANEL hashtag, this one won't?	1 F. BOBER 2 MR. MOLINA: 1132 is up. 3 A. All right, so wait a second, 4 let me get to it. 1136? 5 MR. KIDDÉ: 32. 6 A. I'm sorry, say it again. 7 Q. 1132. 8 A. 1132. 1132, okay, I have it. 9 Q. Okay. So you can take a look, 10 just briefly browse through them if you 11 want to get familiar. 12 A. Yup. 13 Q. So these are social media posts 14 that WGACA did, right? 15 A. Yeah. 16 Q. And they all contain the WGACA, 17 the ones that feature Chanel, I should say, 18 contain the WGACACHANEL hashtag, right? 19 A. Okay. 20 Q. You see that? 21 A. I do. 22 Q. So I want to draw your

Page 515	Page 517
1 F. BOBER	1 F. BOBER
2 looks like earrings, but they are shirts,	2 A. Confirmed.
3 if that makes sense.	3 Q. Okay. Did any of WGACA's
4 A. Yeah.	4 employees ever raise concerns over the use
5 Q. And so these, the post refers	5 of the WGACACHANEL hashtag?
6 to these enamel earrings as WGACACHANEL	6 MR. KIDDÉ: Objection, it's
7 enamel earrings. Do you see that?  8 A. I do.	7 vague.  8 A. Not that I know of. Never to
<ul><li>8 A. I do.</li><li>9 Q. Who made the decision to refer</li></ul>	8 A. Not that I know of. Never to 9 me.
10 to the products as WGACACHANEL enamel	10 Q. But if there were internal
11 earrings?	11 concerns amongst the Marketing Department,
12 A. Shannon.	12 you wouldn't know about that, right?
13 Q. And this was approved by WGACA,	13 A. I would probably know about it.
14 right?	14 Q. And at some point WGACA stopped
15 A. Yes.	15 using the WGACACHANEL hashtag, right?
16 Q. Would WGACA today refer to	16 A. That's right.
17 products as WGACACHANEL products?	17 Q. Do you know when it stopped
18 A. No.	18 using it?
19 Q. If you look at the date of	19 A. Well, it's funny, I know 2017
20 these e-mail blasts, the first one,	20 is when we stopped. I have seen one post
21 September 18th, 2017, you see that?	21 from January of '18, I don't know how that
22 A. I do.	22 snuck by, but all of these other posts,
Q. And the last one, it looks like	23 every one of them is from 2017, which is
24 it is August 21st, 2017. Do you see that?	24 when we stopped.
25 A. I do.	25 Q. Okay. And who made the
Page 516	Page 518
Page 516 1 F. BOBER	Page 518 1 F. BOBER
<ol> <li>F. BOBER</li> <li>Q. So these posts were done after</li> </ol>	1 F. BOBER 2 decision to stop using the hashtag?
<ol> <li>F. BOBER</li> <li>Q. So these posts were done after</li> <li>WGACA had received Barbara Solomon's cease</li> </ol>	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that
<ol> <li>F. BOBER</li> <li>Q. So these posts were done after</li> <li>WGACA had received Barbara Solomon's cease</li> <li>and desist letter and had the</li> </ol>	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in
F. BOBER Q. So these posts were done after WGACA had received Barbara Solomon's cease and desist letter and had the correspondence with her that we looked at	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well.
F. BOBER Q. So these posts were done after WGACA had received Barbara Solomon's cease and desist letter and had the correspondence with her that we looked at earlier, right?	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written
F. BOBER Q. So these posts were done after WGACA had received Barbara Solomon's cease and desist letter and had the correspondence with her that we looked at earlier, right? A. Correct.	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop
F. BOBER Q. So these posts were done after WGACA had received Barbara Solomon's cease and desist letter and had the correspondence with her that we looked at earlier, right? A. Correct. MR. PRICE: Can you pull up,	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag?
F. BOBER Q. So these posts were done after WGACA had received Barbara Solomon's cease and desist letter and had the correspondence with her that we looked at earlier, right? A. Correct. MR. PRICE: Can you pull up, Steve, the Facebook WGACACHANEL file that's	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of.
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder.	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit?	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order.	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag?
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189.	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.)	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober.	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober. 19 A. I have it.	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was 19 prudent to not use it.
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober. 19 A. I have it. 20 Q. Okay. So these are Facebook	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was 19 prudent to not use it. 20 Q. Okay. What other hashtags,
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober. 19 A. I have it. 20 Q. Okay. So these are Facebook	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was 19 prudent to not use it. 20 Q. Okay. What other hashtags,
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober. 19 A. I have it. 20 Q. Okay. So these are Facebook 21 posts from the WGACA, I'm sorry, the What	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was 19 prudent to not use it. 20 Q. Okay. What other hashtags, 21 besides the WGACACHANEL hashtag, has WGACA
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober. 19 A. I have it. 20 Q. Okay. So these are Facebook 21 posts from the WGACA, I'm sorry, the What 22 Goes Around Comes Around Facebook page, and	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was 19 prudent to not use it. 20 Q. Okay. What other hashtags, 21 besides the WGACACHANEL hashtag, has WGACA 22 used that featured the Chanel name?
1 F. BOBER 2 Q. So these posts were done after 3 WGACA had received Barbara Solomon's cease 4 and desist letter and had the 5 correspondence with her that we looked at 6 earlier, right? 7 A. Correct. 8 MR. PRICE: Can you pull up, 9 Steve, the Facebook WGACACHANEL file that's 10 in the new folder. 11 A. A new exhibit? 12 Q. Yeah, this will be the next in 13 order. 14 MR. MOLINA: This will be 1189. 15 (Exhibit 1189 marked for 16 identification.) 17 Q. Just let me know when that 18 comes up, Mr. Bober. 19 A. I have it. 20 Q. Okay. So these are Facebook 21 posts from the WGACA, I'm sorry, the What 22 Goes Around Comes Around Facebook page, and 23 I just want you to just flip through these	1 F. BOBER 2 decision to stop using the hashtag? 3 A. I think Seth Weisser made that 4 decision, and I think I was involved in 5 that decision as well. 6 Q. Were there any written 7 communications about the decision to stop 8 using the hashtag? 9 A. Not that I know of. 10 Q. What do you recall about the 11 discussions that you had with Mr. Weisser 12 about stopping using the WGACACHANEL 13 hashtag? 14 A. My recollection is that it 15 doesn't help us and it could just put us in 16 a position of potentially somehow conveying 17 association that we didn't have and didn't 18 want to have, and so we just felt it was 19 prudent to not use it. 20 Q. Okay. What other hashtags, 21 besides the WGACACHANEL hashtag, has WGACA 22 used that featured the Chanel name? 23 A. I don't know the answer to

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	Page 519		Page 521
1	F. BOBER	1	F. BOBER
	hashtag?	2	use the photograph on its social media
3	A. I don't know the answer,	3	
1	honestly.	4	A. No.
5	Q. So that would be a question for	5	Q. Did WGACA have the Chanel, it
6	the Marketing Department?	6	looks like a bathing suit or leotard, for
7	A. Well		sale at the time that it posted this
8	Q. What's left of the Marketing	8	photograph?
9	Department.	9	A. I'll bet we did.
10	A. If we had one, it might be.	10	Q. Is there a way that you
11	Q. Okay.		could I guess I suppose you could
12	A. I don't think we have a		determine that by looking at the 47,000
	big-time hashtag, you know, we're not using		item chart?
	hashtags as much as we used to. It's not	14	A. If it sold.
	as we didn't obviously feel it is that	15	Q. Okay. As you sit here today,
	important.		you don't know whether they had that
17	MR. PRICE: Steve, could you		bathing suit or leotard or whatever it is?
	bring up Exhibit 1020, please.	18	A. I don't know for sure.
19	MR. MOLINA: 1020 is now up.	19	MR. PRICE: Let's take a look
20	A. Okay, let me look, 1020.		at, Steve, if you could pull up, this is in
21	Q. WGACA at times in the past have		the new folder, it's the WGACA Pinterest
	used photographs from Chanel runway shows and Chanel models on its social media		Chanel ads file.
		23	MR. MOLINA: I'm introducing 1190.
25	posts, right? A. I'm sorry, say that again.	25	(Exhibit 1190 marked for
23		23	`
1	Page 520 F BOBER	1	Page 522 F BOBER
1 2	F. BOBER	1 2	F. BOBER
2	F. BOBER Q. Yeah. In the past WGACA has	2	F. BOBER identification.)
2 3	F. BOBER Q. Yeah. In the past WGACA has used photographs of Chanel runway shows,	2 3	F. BOBER identification.) A. Okay, so let me do this. 1190?
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2 3 4 5 6	F. BOBER Q. Yeah. In the past WGACA has used photographs of Chanel runway shows, Chanel models, in its social media posts, right?	2 3 4 5 6 7	F. BOBER identification.) A. Okay, so let me do this. 1190? Q. Yes, please. A. One second. WGACACHANEL, okay. Q. So does this refresh your
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2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22	F. BOBER Q. Yeah. In the past WGACA has used photographs of Chanel runway shows, Chanel models, in its social media posts, right?  MR. KIDDÉ: Objection, it's vague. A. Yes. Q. And is Exhibit 20 an example of that? A. Which one? Q. I'm sorry, is Exhibit 1020 an example of that? A. Well, the only one that I see from what might be a runway show, which I don't know, is the first one. Q. Okay. I mean, do you think that first photo is a photograph that WGACA took? A. WGACA did not take that photograph. Q. Okay, thanks. And where did	2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24	F. BOBER identification.)  A. Okay, so let me do this. 1190?  Q. Yes, please.  A. One second. WGACACHANEL, okay.  Q. So does this refresh your recollection as to whether WGACA has a Pinterest account?  A. Yes.  Q. And it's evident by these that WGACA does, right?  A. Say that again.  Q. And WGACA does in fact have a Pinterest account, right?  A. It appears that way.  Q. Would this have been Shannon Parker's purview to do these posts as well?  A. Yes.  Q. Or after she left, the person that replaced her?  A. Correct.  Q. So if you flip through here,

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	Page 583	Page 585
1	F. BOBER	2 INDEX
2	the Court can make a determination and	3 WITNESS EXAMINATION BY PAGE
3	then, if necessary, as to continuation of	4
4	the deposition under these circumstances.	BOBER PRICE 4
5	MR. PRICE: All right, if	5 6
6	that's your position, that's your position.	EXHIBITS 7
1	I think the record is going to reflect,	EXHIBIT DESCRIPTION PAGE
1	though, the lack of preparation, but I	8 Exhibit 1186 WGACA_00029011_ 404
9	don't think we need to argue that for the	REDACTED - Web 9 Sales.xlsx
	record.	Exhibit 1187 Website Disclaimer 437
11	MR. KIDDÉ: You may have a	10 Exhibit 1188 Website Disclaimer 438 Exhibit 1189 WGACA Facebook posts 516
	different record than I do.	11 Exhibit 1190 CHANEL0013354, 0013357 521
1		and 0013362 12 Exhibit 1191 CHANEL0013447-0013466 524
13	THE WITNESS: So are we done?	Exhibit 1192 WGACA_00029039 534
14	MR. PRICE: Well, that's	13 Exhibit 1193 Answer of Defendants 578 WGACA, LLC, What Comes
1	depending on who you talk to. But it	14 Around Goes Around LLC,
1	sounds like you guys are refusing to go any	MHW Properties, Inc., 15 WGACA Web, LLC, Pines
17	further today, so it looks like	Vintage, Inc., Vintage
18	THE WITNESS: Well, I think	16 Designs Ltd., and WCAGA LA, LLC
19	that the	17
20	MR. KIDDÉ: That's correct.	18 19 DIRECTIONS NOT TO ANSWER
21	Frank, that's correct.	20 Page Line
22	THE WITNESS: That's correct.	(NONE) 21
23	MR. PRICE: Okay.	22
24	THE WITNESS: Thank you. Bye.	23 REQUESTS 24 Page Line
25	THE VIDEOGRAPHER: Ready to go	(NONE)
23	THE VIDEOGRAPHER. Ready to go	25
1	Page 584	Page 586
1 2	F. BOBER	1
2	F. BOBER off the video record?	1 2 CERTIFICATION
1	F. BOBER off the video record? MR. KIDDÉ: Yes.	1 2 CERTIFICATION 3
2 3 4	F. BOBER off the video record? MR. KIDDÉ: Yes. THE VIDEOGRAPHER: This	1 2 CERTIFICATION 3 4 I, TODD DeSIMONE, a Notary Public for
2 3 4 5	F. BOBER off the video record? MR. KIDDÉ: Yes.	1 2 CERTIFICATION 3 4 I, TODD DeSIMONE, a Notary Public for 5 and within the State of New York, do hereby
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